

OLD STRIKES TO BLAME FOR INCREASED PRICES

Wholesale Costs Jump 36 1-2 Per Cent, Compared With 1921.

(By United News.)
WASHINGTON, Aug. 17.—The cost of all strikes would seem responsible for increase in many wholesale prices during July, according to a latest survey of the Bureau of Labor Statistics.

Retail food prices have increased about during the same period. Compared with 1921, July wholesale prices represent a jump of 36 1-2 per cent, and the general level of the 491 commodities used by the bureau for its price index has risen 36 per cent during the year. Fuel prices rose 13 per cent during last month.

Farm products also increased, together with building materials, iron and steel products and clothing.

Of the fifty-one cities reporting retail food prices to the bureau, thirty-one cities reported increases. These included Boston, 6 per cent; Portland, Ore., 5; Chicago, Dallas, Milwaukee and Seattle, 2; Atlanta, Kansas City, New Orleans, Newark and Louisville, 1; Pittsburgh reported a decrease of less than 1 per cent. Decreases were reported by nine cities, among which were Minneapolis and Richmond, with 2 per cent; Cincinnati, Detroit, Kansas City, Omaha, St. Cleveland, Indianapolis, Los Angeles, New York, San Francisco and Washington, less than 1 per cent.

For the nine-year period, July 15, 1913, to July 15, 1922, the increase in articles of food combined was 43 per cent.

Heat Prostrates Scores in Chicago; Four Dead

(By Associated Press.)
CHICAGO, Aug. 17.—With four deaths and scores of prostrations attributed to the heat reported in less than twenty-four hours, Chicago sweltered tonight, hopeless of relief from the oppression which has grown heavier all week.

At 1 P. M. today the mercury had reached 90 degrees, but fell several degrees during the afternoon, although the humidity registered around 78.

"It will be hotter tomorrow," declared the Weather Bureau, adding that there was no end of the hot wave in sight.

Mannboro, Va., E. B. Snyder, Richmond, F. S. Miles (news), Leesville, N. C.; L. P. Wilkins, Sanford, N. C.; G. S. Willard, Pink Hill, N. C.; J. N. Hart, Lot Va.

In refutation of charges frequently made to the effect that the retail merchant was profiteering during the war, Thomas B. Howell, of Howell Bros., in addressing the Southern Retail Merchants' Association yesterday morning, quoted from statistics compiled by Sydney Anderson and submitted to the joint committee of agricultural inquiry in Congress, which statistics showed that the retail clothing, during the period 1913-1921, made an average profit of 6.16 per cent; the hardware retailer during that period made 6.17 per cent, and the dry goods retailer made 5.03 per cent. Mr. Howell declared these profits would stand out in refutation of the charge of profiteering when compared with 60 and 80 per cent made by other businesses during that period.

Mr. Howell discussed "Scientific Salesmanship vs. Order Taking." He told of the salesman's opportunity to build business good will and said that the salesman should be neatly dressed, courteous and develop a personality. He emphasized the value of a smile in greeting the customer, and said exchange of articles and refund of money to a dissatisfied customer should be promptly and courteously made. He outlined in detail the salesmanship classes being conducted by the fifteen hardware firms in Richmond and the value these classes had been to employees.

treat their employees humanely; to be kind to them; be patient with their mistakes and inspire them as to the future. He said the employees should be given a square deal, and emphasized that the golden rule is as applicable in the sale of merchandise as in the social and spiritual experiences of men.

W. A. Clarke, Jr., secretary of the Retail Merchants' Association of Richmond, pointed out the lack of care the merchants exercise in picking out their clerks—their salesmen. He said the merchants should make inquiries as to the qualifications and experience of those who apply for jobs, and said that education of salespeople was necessary in modern-day business. There are excellent textbooks and trade magazines available for the young, and he suggested that the older salespeople could gain many valuable pointers by studying the same.

Addressing the convention on the financial side of the cooperative movement, Oliver J. Sands, executive manager of the Tobacco Growers' Co-operative Association of Virginia, North and South Carolina, reviewed the history of the co-operative movement and told what it had accomplished for Denmark and for the fruit growers in California. He said there were 14,000 co-operative marketing associations in the United States, and each was a success.

Aid Co-Operative Movement.

Mr. Sands said that the merchants must do something to create a customer—help the people in their various communities to become purchasers—and this could be accomplished by giving support to the co-operative movement, as it meant that the retailers of tobacco would get better prices for their products and thus be able to pay more regularly for their purchases.

In emphasizing the need for the co-operative marketing of tobacco and other products of the farm, Mr. Sands said that the same conditions prevail today as they did 300 years ago—the producer gets only a small percentage of the dollar value of his product. Co-operative marketing in California, he said, had brought the percentage for the producer from a fraction over 8 cents on the dollar to 48 cents on the dollar.

Mr. Howell urged the merchants to believe co-operative marketing

will bring prosperity to the country," said Mr. Sands, "for the association is going to be the best collection agency you merchants have ever had."

Comparing the straight-laced New England way of "howing to the line, let the chips fall where they may," Dr. Willard Scott, of Boston, delivered an address "Full of wit, humor and sound sense." He spoke of the old-time stability as "dignified and monotonous," and said the times now were so unsettled that people move so rapidly they can't pay their rent.

He said he was in Washington last Sunday and witnessed the promenade on Pennsylvania Avenue. "Everything was turned end for end," he said, "for, years ago, we looked at their hats."

"Can't Sell a Background."

Dr. Scott said he was sent to college to get a background for an education, "but you can't sell a background." The rapidity in changes in high schools, he said, caused the parent, when searching for his child, to find a kitchen in the basement of the high school millinery on the third floor, and Greek in the back yard.

Society people nowadays, he said, had clubs, clubs, clubs, but the only club he remembered was dad's. He said people in New England had daylight saving and midnight spending; that father played golf in the daytime and mother played bridge at night, until the children don't know that they have parents except in tandem.

Referring to the high cost of living, Dr. Scott said that, in the good old days of stability, the woman who wanted a pair of gloves went to the store, purchased them and carried them home. But, in these changed times, she goes to the telephone and calls the garage and a diverged man brings the automobile, she goes to the store, makes the purchase and the next day a delivery truck with a high-priced attendant delivers the gloves.

Again, he said in reference to high price for foodstuffs, that, in the old days, the man was content to eat the things raised in the community. Now, on the table of the humble home, you find tea from Ceylon, fruits from California, corn from the Middle West, and products from the farms in the Far South. It is a case of high

living rather than the high cost of food, he said.

"Must Go With Stream."
Dr. Scott said he believed the ever-changing times of today are better than the stability times of the old days, for "we must go with the stream and do the best we can." He said a fine driver may be driving a fine car on the highway, but just around the corner is a fool driving recklessly.

Following the re-election of officers, the convention adjourned. The Luncheon was served in the basement of the John Marshall High school by Governor.

At 2:30 o'clock the visitors were taken in automobiles to points of interest in the city, the ride terminating at Byrd Park, where refreshments were served and a program of songs rendered by the Lorillard chorus.

B. T. Meacham, the poet-humorist, delighted the assemblage at the park with several selections, and closed with the recitation of "Flanders Field."

Resolutions adopted by the conference thanked the city authorities for the use of the John Marshall High School; the newspapers of the city for liberal space devoted to reports of the conference, and to the members of the trade extension bureau of the Chamber of Commerce for the true-hearted hospitality and entertainment provided. The merchants were urged to organize local Merchants' Associations to affiliate with the Southern Retail Merchants' Conference, Inc.

A majority of the delegates departed on late trains last night for their homes.

All Water Damaged Merchandise To Be Sold Out Tomorrow Regardless of Cost

Palm Beach and Mohair Suits
All to Go at, 20.00 Suit,
7.95
Sold Up to 6.50,
2.95
BOYS' SUITS
Sold Up to 6.50,
2.95
Sold Up to 9.00,
3.95
Sold Up to 12.50,
4.95
UNION CLOTHING CO.
1559 E. Main Street,
Opposite the Market.

MEN'S PANTS

Sold Up to 5.50,
2.98
Sold Up to 7.00,
3.45
UNDERWEAR
B. V. D., 50c Each.
Union Suits,
59c
DRESS SHIRTS
All Sizes,
Sold \$2.50,
95c

JACOB LEVY

Successor to W. A. Cheatwood
1511-1513 EAST MAIN STREET



Light and Dark Voiles, 40 inches wide, values up to 50c. Sale price **29c**

27-inch Gingham, nice patterns, yard **15c**

32-inch Gingham, nice patterns, Special, yard **20c**

New Fall patterns in 34-inch Cretonne, Special, yard **19c**

Amoskeag Apron Gingham, 19c value, Sale price, yard **15c**

Heavy Torchon Lace, 2 1/2 to 4 inches wide, Sale price, yard **5c**

Men's Blue Chambray Work Shirts, 58c value, Sale price **79c**

Men's Lisle Thread Socks, all colors, 33c value **23c**

Men's Tubular Knit Wash Ties, nice patterns, 50c value **29c**

Men's Socks, in black, brown and navy, 15c value **10c**

Oilecloth, 45 inches wide, light and dark patterns, yard **30c**

Men's and Ladies' Paragon-frame Umbrellas, nice quality, \$1.50 value **\$1.00**

Ladies' Gingham House Dresses, sizes 36, 38 and 40; value to \$1.98. Special **79c**

Nice quality Hamburg Embroidery, 4 inches wide, 10c; 8 inches wide, 12 1/2c yard **12 1/2c**

Nice Huck Towels, 14 1/2x29, Sale price **10c**

Turkish Bath Towels, blue borders, 17x37, Sale price **25c**

Nice quality Pillow Cases, 42x36, value 29c, Sale price **19c**

Nice quality Sheets, \$1.39 value **98c**

Advanced Fall styles in Ladies' Hats at \$2.98, \$3.98 and **\$4.98**

Ladies' fancy Silk Hose, \$1.00 value, Sale price **79c**

Ladies' Pink Crepe Bloomers, large sizes, 59c value **39c**

Ladies' Percale Bungalow Aprons, sizes 48, 50 and 52; \$1.48 value **98c**

SHOP ON LOWER MAIN ST. TODAY

—TAKE
—ANY CAR
—TODAY
—FOR
—LOWER
—MAIN STREET

Lower Main St. Merchants Offer:

Dresses, Suits, Underwear, Millinery Hosiery, Shoes, Men's Suits, Hats, Shirts, Hosiery

A visit to Lower Main Street will prove a REVELATION. Thousands of people, attracted by the Damaged by Water Sales of the various merchants—thousands who had never shopped on Lower Main Street before—were agreeably surprised at the splendid stocks of merchandise carried—clean, fresh, new, stylish, up-to-the-minute goods—Shoes, Hats, Clothing, etc., and ALL AT ECONOMICAL PRICES. REMEMBER, we are out of the high rent district, and in most cases we sell for cash—THEREFORE, YOU CAN BUY IT FOR LESS ON LOWER MAIN STREET.

SPECIALS IN OUR HIGH WATER SALE



Men's Dress Shirts, tan and white, attached collar **89c**

Genuine Sweet-Orr Corduroy Pants. Buy a pair for winter **\$2.95**

One lot of Men's Suits, all good patterns **\$9.45**

Men's Palm Beach, Mohair and Cool Cloth Suits **\$7.95**

One lot of Men's Suits **\$8.45**

All-Wool Blue Serge Suits, for young men and older men **\$13.95**

Another lot Men's Suits **\$12.45**

Men's All-Wool Pants; blue, brown and gray **\$3.45**

Boys' Suits, sizes 8 to 20 **\$3.95 up**

G. MARKS & SON

3 North Seventeenth Street,
On the Side of the Old Market.

Frank's Shoe Store

1707-1709 East Main Street.

Specials for Friday and Saturday

Children's Fancy Top Sox, sizes 5 to 9, only, pair, **17c**

500 pairs Ladies' and Children's White High and Low Shoes, for this sale, **98c PAIR**

Ladies' White Hose, pair, **11c**

Ladies' 1 and 2 Strap Pumps and Oxfords, in black, tan and patent; value to \$5.00, now only **\$2.98**

READ: Children's Patent and Black Kid One-strap Slippers, values to \$3.00. This sale only **\$1.59**

Sizes 8 1/2 to 2. 25 to 50% Discount on All Men's Low Shoes.

15 dozen Silk Hose, seam up the back, all colors; for this sale **49c**

Ladies Silk Hose, values to \$2.50; for this sale, all the shades **98c**

50 MEN'S SUITS Worst and all wool. Very slightly damaged; originally sold up to \$22.50. Your choice, **\$8.98**

Boys' Suits, sold as high as \$6.00, **\$1.98**

Boys' Suits, sold up to \$8.50, **\$2.75**

MEN'S DRESS SHIRTS Special Lot. Sold Up to \$2.00, **89c**

A lot Boys' Knee Pants, wool and corduroy, **49c**

50 FELT HATS, Sold Up to \$2.50, **98c**

MEN'S PANTS, Strong Khaki, **98c**

TRUNKS, One lot slightly damaged, Special, **\$3.50 TO \$5.50**

SUIT CASES, HAND BAGS A Great Bargain, **69c**

You Remember Perry's Lunch

We've been feeding the folks of Richmond many moons and more.

PERRY'S LUNCH

R. PERRY, Proprietor.

QUICK STEAM TABLE LUNCH

Cigars, Sodas and Candy.

Quick Service. Best Food.

Reasonable Prices. 1443 E. Main St.

Flood Sale

Continues with our entire stock of new, clean, dependable merchandise at astonishingly low prices.

Men's Genuine Golden Rule Blue Chambray Shirts, faced sleeves, double stitched, full cut and best makes. Sizes 14 to 17 **69c**

500 Bleached Pillow Cases; first quality, excellent muslin **25c**

32-inch Dress Gingham, all new checks and plaids, full piece, yd. **15c**

Red Star Diaper Cloth, 10-yard pieces—
30-inch **\$1.49**
27-inch **\$1.39**
24-inch **\$1.25**

27 inches square, one dozen to pack—**\$1.59**

72x90 Full Bleached Sheets, first quality, excellent cloth; **75c**

A very large quantity of dry, all new merchandise, full pieces, consisting of excellent quality, Apron and Dress Gingham, Bleached Cottons, Lofgloths, Brown Cotton and a variety of other materials, yard at **15c**

500 pieces of very fine Nainsook, in boxes of 10 yards each, white and flesh; box **\$1.79**

600 yards of excellent quality English Longcloth, in 10-yard pieces; piece **\$1.19**

We also have made great reductions in every department in the store. A large number of odds and ends at moderate prices.

Crowell's Dep't Store

1553 EAST MAIN.

Men's Check Muslin Union Suits, very fine cloth, full cut and well made; sizes 34 to 46; suit **45c**

Ladies' Muslin Underwear, consisting of Gowns, Undershirts, Bloomers, Step-ins, Drawers and Teddies; in flesh and white; all sizes; per garment **39c**

About 25 Silk Dresses, in navy, black and several other shades **\$2.00**

Large size Turkish Towels, first quality, each **15c**

50 dozen Small Face Towels **6c**

POWELL BROS.

1537-45 East Main Street.

297 Fine Voile and Gingham Dresses

ON SALE SATURDAY AT

\$2.48 and \$2.98

These Dresses sold at \$4.95, \$5.95 and \$6.95. Shown in various new models.

WATER SALE—Final Clearance of All Slightly Damaged Goods

Goods Practically Given Away—Look at These Items and Be Convinced.

MEN'S HOSE, 9c Pair

MEN'S PANTS, For Dress and Work, **\$1.48**

MEN'S PANTS, For Dress and Work, **\$1.98**

MEN'S SHIRTS, Pongee, collar attached, button down, **93c**

MEN'S WORK SHIRTS, Fine Blue Chambray, **49c**

50 MEN'S SUITS Worst and all wool. Very slightly damaged; originally sold up to \$22.50. Your choice, **\$8.98**

Boys' Suits, sold as high as \$6.00, **\$1.98**

Boys' Suits, sold up to \$8.50, **\$2.75**

MEN'S DRESS SHIRTS Special Lot. Sold Up to \$2.00, **89c**

A lot Boys' Knee Pants, wool and corduroy, **49c**

50 FELT HATS, Sold Up to \$2.50, **98c**

MEN'S PANTS, Strong Khaki, **98c**

TRUNKS, One lot slightly damaged, Special, **\$3.50 TO \$5.50**

SUIT CASES, HAND BAGS A Great Bargain, **69c**

Seventeenth Street Loan Office

1651 East Main Street. EDWARD GRAY, President. Corner 17th and Main.